

ADDENDUM #2
QUESTION & ANSWER
DATE: 12/12/2007

RFP # 0810021GU

**Advertising Campaign Strategy for the Statewide Newborn Hearing Screening,
Assessment and Intervention Program**
RFP Response Due Date and Time: December 21, 2007 2:00 p.m., Local Time

NEED FOR SERVICE

Montana has adopted the 1-3-6 standard...

QUESTION

When was this standard adopted? How long has the Universal Hearing Screening, Assessment and Intervention program been in place?

ANSWER: The program was started as an OPTIONAL standard of newborn care with the passage of legislation in 2003. The program standard was 1-3-6 from the beginning.

...10% of our newborns are missing this critical standard of practice.

QUESTION

Is there a cost for the hearing screening? What barriers exist (outside of home birth) that may prevent parents from having their newborn screened?

ANSWER: The cost of the newborn hearing screening is expected to be bundled within the normal delivery costs payable by Medicaid and private insurance. However, in practice, there is some variability across hospitals....some do not charge for repeat screenings, others do.

Rurality and distance to screening are very real barriers in Montana. That, coupled with the standard practice of early release of babies and their moms following birth create barriers.

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3.0.2 Statewide Media Campaign Component in Newborn Hearing Screening

Success can be ensured when the campaign includes the following elements, among others,

- *Ensures coordination of the campaign grassroots promotions, local media advocacy and other community activities to create a recognizable presence at all levels and complement the efforts of both paid and earned media.*

QUESTION

This statement in your Scope of Work appears to be contradicted by the following statement. For instance, we would consider “local media advocacy” to fall under earned media and/or “the promotion... of earned media products.” Can you clarify your expectations in this regard?

ANSWER: This statement should have been deleted from the RFP -- it was appropriate for a different RFP that we used as a template. I apologize for missing it.

3.0.3 Montana-Specific Media Services Sought

The campaign will utilize paid media outlets. *It will not include the development, promotion, or management of earned media products* (for example editorials, letters, media releases, and news conferences, etc.)

QUESTION

Do you intend that any earned media efforts will be supplied by DPHHS staff rather than the contractor?

ANSWER: Yes

QUESTION

Do you intend that the DPHHS representatives will have sole origination of the timing, direction and integration of earned media strategies and tactics (as well as the content)?

ANSWER: Yes, but recommendations for the most effective approach are requested.

3.1.1 Demonstrate Full Capacity to Provide Comprehensive Print and Media Services

...the selected offeror will be responsible for communicating printing needs with the Print and Mail Services Bureau.

Since DPHHS will be billed directly by Print Services, is the budget for print materials outside of the dollar amount for the media campaign; that is, not included in the budget provided for this contract?

ANSWER: Yes, for existing materials and for materials that will be used on an on-going basis. No, for one-time materials if accepted by DPHHS under the response to the RFP by the successful respondent to the RFP.

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3.1.2.5 Planning and Research

The selected offeror will assist in planning and research...

QUESTION

What market research do you expect to fall within the limitations of this budget?

ANSWER: Recommendations to DPHHS for approaches to performing the marketing research.

QUESTION

What existing research is the DPHHS able to share which would illuminate current behaviors and attitudes of the specified target audiences as applicable to our objectives?

ANSWER: No marketing research has yet been performed.

QUESTION

Apologies if we are belaboring a point, but will this planning include strategies for earned media?

ANSWER: Yes, but don't spend a lot of time on this aspect.

QUESTION

In reference to 5.2 Proposed Payment Schedule; 5.2.1 Initial Contract Payment.

This section refers to a \$50,000 compensation package for the contract awarded. Does this amount, \$50,000, need to cover media hard costs and production hard costs as well as agency costs to develop the ad campaign strategy? Or, does the \$50,000 cover agency costs only, and hard costs like media services and production services come from a different/additional budget?

ANSWER:

We have a maximum of \$50,000 for the whole campaign. We need responses to the RFP for what can realistically be done for this amount. If that response includes a recommendation for additional funding to expand the campaign, that would be fine, too.

6.1 EVALUATION PROCESS

Budget Sheets: Appendix D – Budget Summary Sheet and Justification

Guidelines provide the format that offerors must use when submitting a proposed budget for this RFP response.

Question:

Where can we find the Budget Sheets Appendix D?

ANSWER:

5.1.1 Services and Hourly Rates. Use the following table to list all services for which you charge and the amount per billable hour you would charge for the 3-month contract term. Include all services listed on the table below and any others that are relevant to the proposal that the State would be expected to pay.

Acknowledgment of Addendum:

The offeror for this must acknowledge receipt of this addendum. This page must be submitted at the time set for the proposal opening or the proposal may be disqualified from further consideration.

I acknowledge receipt of addendum #2.

Signed: _____

Company Name: _____

Date: _____

Sincerely,

Gwen Ungerman, DPHHS Purchasing Officer